

# Local Governments Partner...

## With CalMAX



required to develop and maintain a database?

How can I provide materials exchange services to my business community without the budget and staff time

### Answer! Partner with CalMAX

The CalMAX Partnership Program was designed to increase the reuse of business discards through the utilization and marketing of local materials exchange services throughout the state.

By partnering with CalMAX, local governments provide valuable materials exchange services to their commercial sectors, with the added benefit of utilizing an established database management system-free of charge. In turn, local governments increase commercial sector diversion and reuse, which saves money and resources for local business owners.

At CalMAX, our goal is to find creative ways to partner with local governments and reach the business community. By joining with CalMAX, you can customize your own Partnership Program.

Partnership Examples Include:

#### 1. Link to CalMAX

CalMAX will provide you with a Web icon, the URL address, and a short paragraph on CalMAX. With these three items, you can create a link to CalMAX thereby providing your commercial sector with easy access to CalMAX on line.

#### 2. Market CalMAX to Local Business

Contact local businesses and introduce CalMAX as a materials management program, solicit potential listings and educate/motivate businesses to increase diversion and reuse activities through materials exchanges.

#### 3. Designate a Contact Person

Should you be interested in promoting CalMAX as "your local materials exchange," we suggest you designate a contact person to work with CalMAX. This person would contact local businesses and civic organizations to promote CalMAX as part of your waste diversion strategy for the commercial sector.

#### 4. Facilitate Local Business Data Entry

Assist local businesses (without Web access) by entering their new listing via the Web.

#### 5. Track Successful Exchanges

Assist CalMAX by documenting successful exchanges within your community. Determine when exchanges have been made, how many tons/pounds were diverted, and how many dollars were saved as a result. This information can be compiled for reporting purposes.



[www.ciwmb.ca.gov/CalMAX/](http://www.ciwmb.ca.gov/CalMAX/)



# What Can CalMAX Do For YOU?

## CalMAX "Customized" Regional Reports

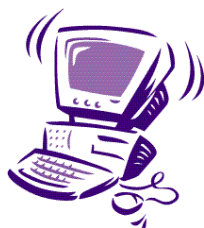
CalMAX provides ongoing database management of listings available on the Web site and in the catalog. Upon request, CalMAX can provide reports on listings and exchange activities in your jurisdiction by material type, business name, and/or available and wanted materials.

## CalMAX Speakers Bureau

CalMAX can provide local business associations, manufacturing organizations, trade groups, joint powers authorities, and your local chamber of commerce with a speaker to introduce and explain CalMAX and discuss the principles of a materials exchange.

## CalMAX Slide Show Presentations

CalMAX offers a PowerPoint slide presentation available via the CalMAX Web site. Now you can give a CalMAX presentation to your local business sector. See the CalMAX Web site under "Promotions."



## Updating of CalMAX Listings

On a regular basis, CalMAX conducts telephone and/or e-mail inquiries to determine if a "successful exchange" has been made. This information is used to generate reports and is also available to local jurisdictions.

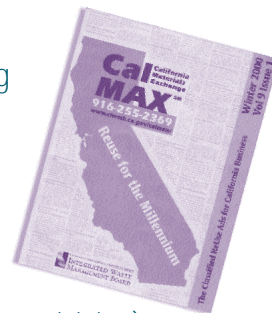
## Bulk Purchase Program

For those that need CalMAX catalogs in larger quantities, we offer an opportunity to purchase a case of 75 catalogs for \$25.00, plus shipping. Catalogs are drop-shipped to the requestor on a quarterly basis, at the time of printing only. The CalMAX catalog is a great way to familiarize local businesses with CalMAX.

## Promotional Materials

CalMAX provides a marketing packet which includes the:

- CalMAX Catalog
- CalMAX Brochure
- CalMAX Bookmark
- KidMAX Flyer  
(for school outreach activities)
- CalMAX Display Ad (quarter page)
- Quick Tips Flyer (data input guide)
- 3.5" Disk (IBM) with Web icon, descriptive paragraph on CalMAX and CalMAX URL address.



These materials are available to CalMAX partners for distribution to their business communities upon request.

## Catalog Mailing Services

CalMAX can mail catalogs directly to businesses interested in receiving quarterly catalogs.

## Review of Incoming Listings

CalMAX reviews all incoming listings to verify they are appropriate. We generally cannot accept listings for refurbished goods, or products made from recycled materials. Please refer to the Recycled Content Products database located at [www.ciwmb.ca.gov/RCP/](http://www.ciwmb.ca.gov/RCP/).

## What About Hazardous Materials?

As a reminder, CalMAX is unable to list any hazardous materials. Please contact the California Department of Toxic Substances Control (DTSC) at (916) 324-1826 for information on hazardous materials management.

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(877) 520-9703

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